

A. P. Groll
Account Manager

October 23, 1997

To: Tony Lopez
Re: Work-with: 10/23/97

Dear Tony,

I thoroughly enjoyed our day together (except for the Won Ton soup). Clearly, the Salem plan is on its way in your assignment! Your approach to "deep-discounting" old Salem packaging was right on target. You stickered every pack we saw (and there were plenty of them). This will surely help to "jump-start" the Salem relaunch in your assignment. As you will recall, we discussed several topics. They were:

Work Requests

As we agreed, your ability to handle work-requests efficiently will be enhanced if you begin planning the process as soon as you receive the request. Example: Pick-up equipment in advance so that any items that are not available can be ordered in time to accomplish the work-request. Juan can help you with this. He can order PPD trays or whatever else you may need directly to your stores through his laptop. Should you need something for a Love Store, let me know and I will do the ordering. This will make your job easier and ensure that work-requests are completed on time.

New Brand Introductions

One of the most important things we do during a new brand introduction is POS placement. You used Salem pasters effectively in calls we made today. I'm sure you'll agree that the danglers, decals and "push-packs" we placed helped to create a presence for Salem that will do much to make consumers aware of the brand. It would be a good idea to check with Dave regarding the availability of door decals, banners, change mats and small pasters.

Once again Tony, I enjoyed the day and look forward to working with you in November. If there's anything that I can help you with, voice-mail me or write it down and we'll discuss it next time.

Sincerely,
Art Groll

cc: D. Figueroa
J. Guaneri

51847 3004